

FIG.1

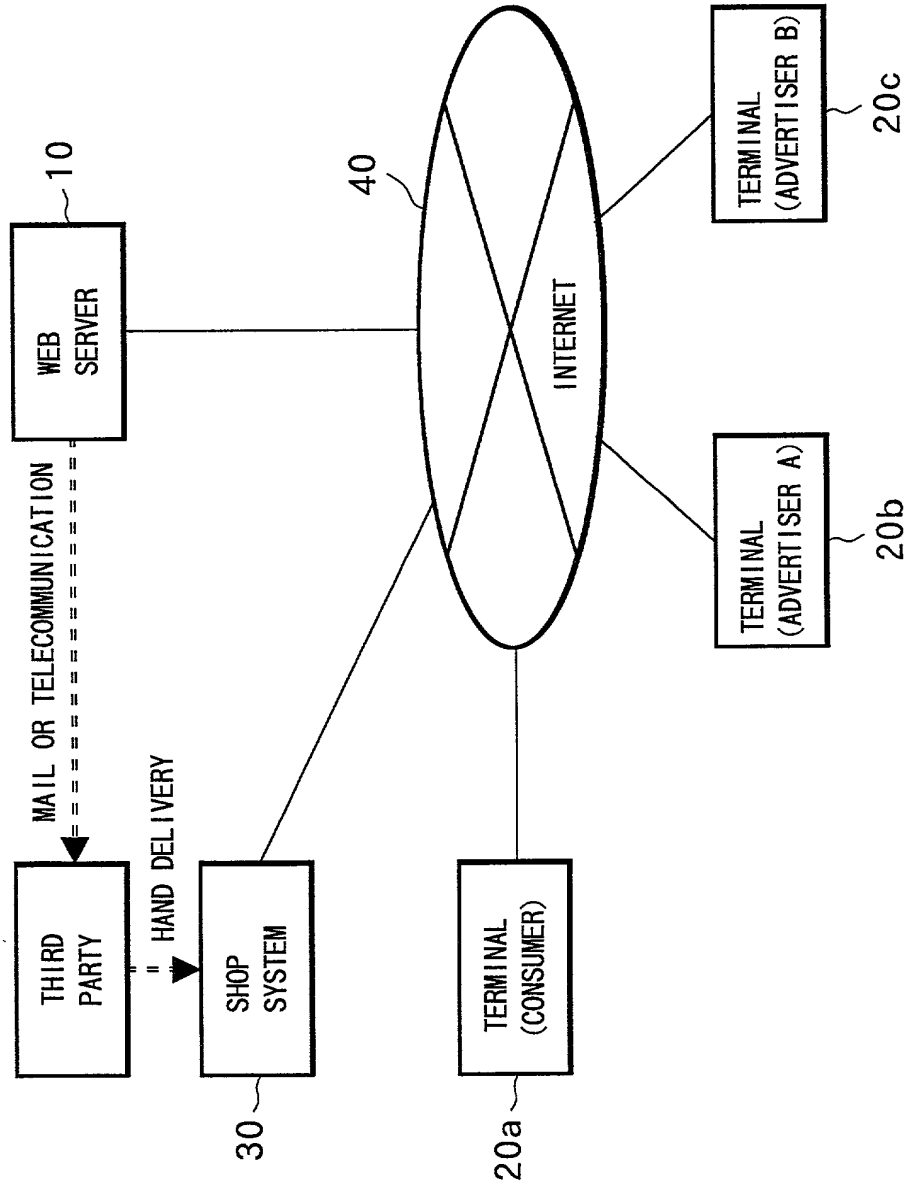


FIG.2

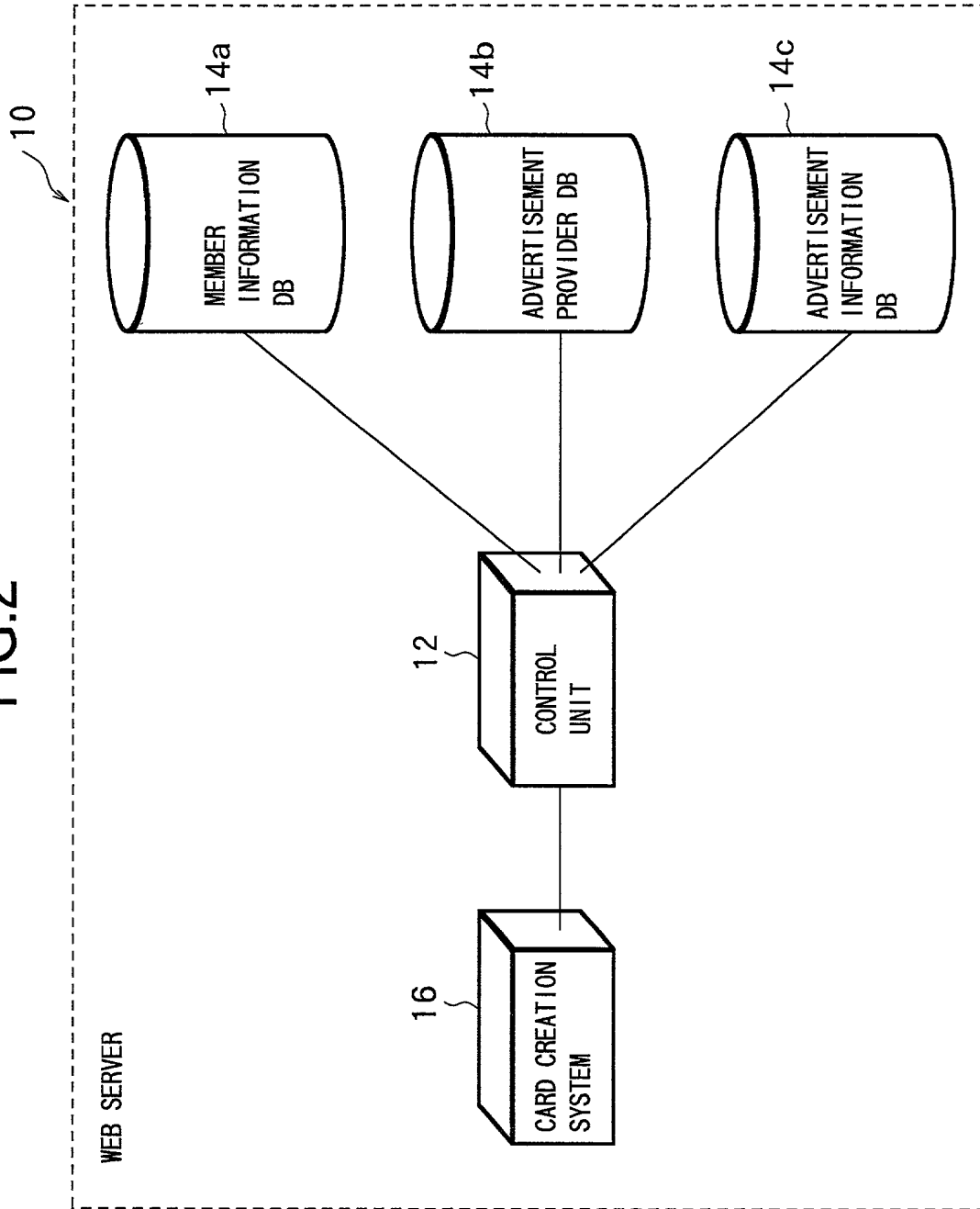


FIG.3

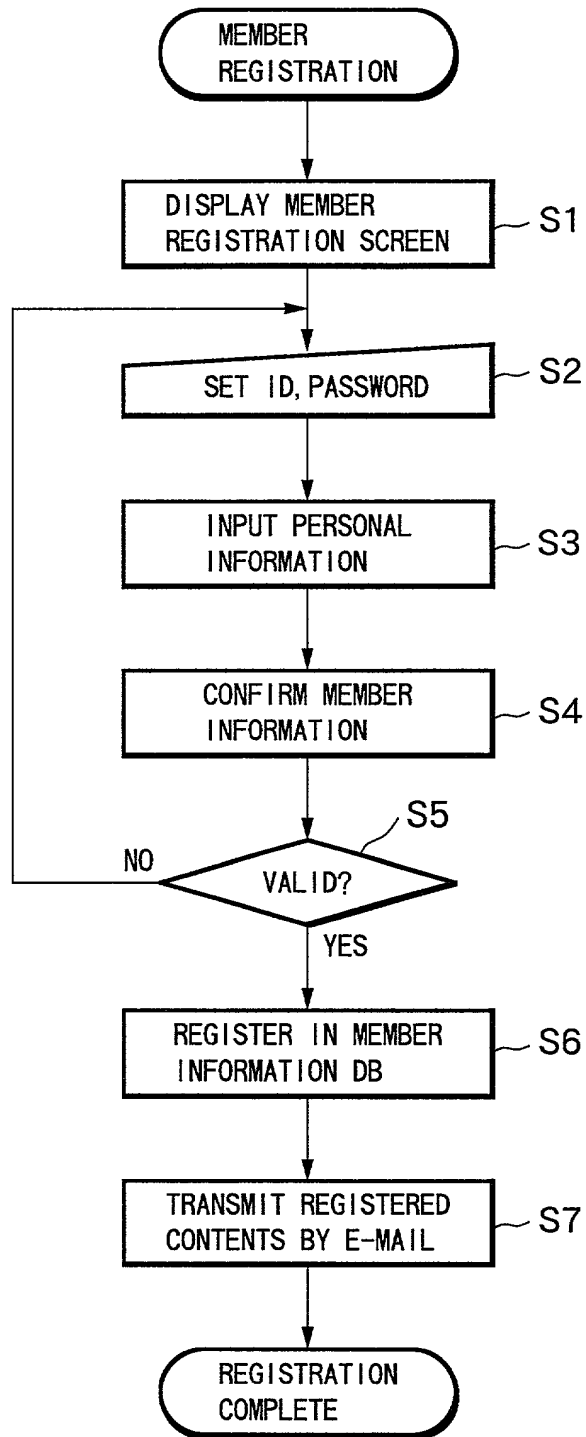


FIG.4

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"MEMBER REGISTRATION SCREEN"

MEMBER ID	M000001
PASSWORD	*****
NAME	KADO OKURU
SEX	<input checked="" type="checkbox"/> MALE <input type="checkbox"/> FEMALE
DATE OF BIRTH	1975 06 30
ADDRESS	○-○-○ KICHIJOJI, MUSASHINO-SHI, TOKYO
TELEPHONE NUMBER	0422-20-XXXX
FAX NUMBER	0422-23-XXXX
E-MAIL ADDRESS	kado@fjb.net.jp
OCCUPATION	(1) STUDENT
HOBBIES	(1) MUSIC
INTERESTS	(6) COMPUTER
PROVIDE INFORMATION	<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO
<div>REGISTER</div> <div>CANCEL</div>	

FIG.5

MEMBER ID	PWD	NAME	SEX	DATE OF BIRTH	REGION	ADDRESS	TELEPHONE NUMBER	FAX	E-MAIL	PROVIDE INFORMATION	OCCUPATION	HOBBIES	INTERESTS	UTILIZATION FREQUENCY
M000001	****	KADO OKURU	S00	1975/06/30	R03	KICHIJOJI HONCHO, MUSASHINO-SHI TOKYO	0422-20-XXXX	0422-23-XXXX	kado@fjb.net.jp	101	J0001	T0001	T0006	5

FIG.6

SEX ID	CONTENTS
S00	MALE
S01	FEMALE

FIG.7

PROVIDE INFORMATION ID	CONTENTS
I01	YES
I02	NO

FIG.8

OCCUPATION ID	CONTENTS
J0001	STUDENT
J0002	COMPANY EMPLOYEE (OFFICE WORK)

FIG.11

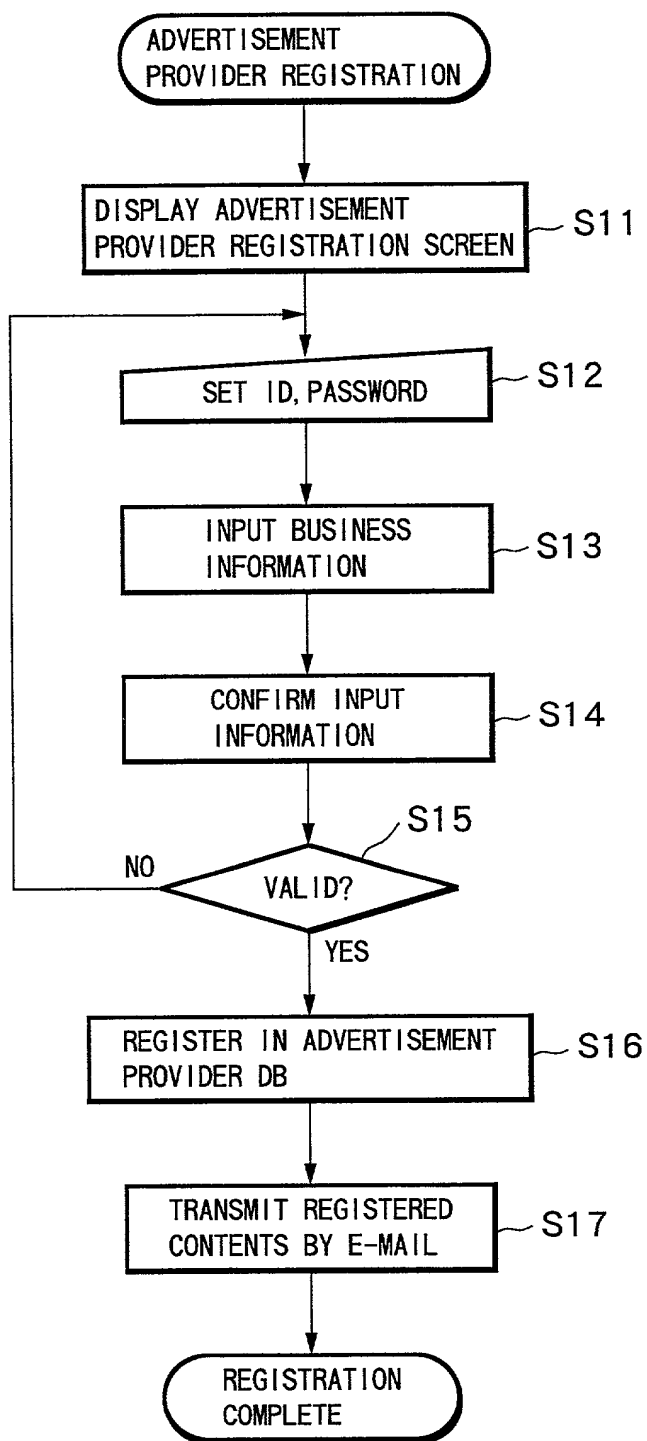


FIG.12

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"ADVERTISEMENT PROVIDER REGISTRATION SCREEN"

ADVERTISEMENT PROVIDER ID	C00001
PASSWORD	*****
NAME	MOVIE JAPAN, INC.
ZIP CODE	112-8572
ADDRESS	○-○-○ KOURAKU, BUNKYO-KU, TOKYO
SECTION IN CHARGE	MARKETING SECTION
PERSON IN CHARGE	TARO EIGA
TELEPHONE NUMBER	03-5804-XXXX
FAX NUMBER	03-5804-XXXX
E-MAIL ADDRESS	xxx.Music.net.jp
TYPE OF BUSINESS	(2) MOVIES

REGISTER CANCEL

FIG.14

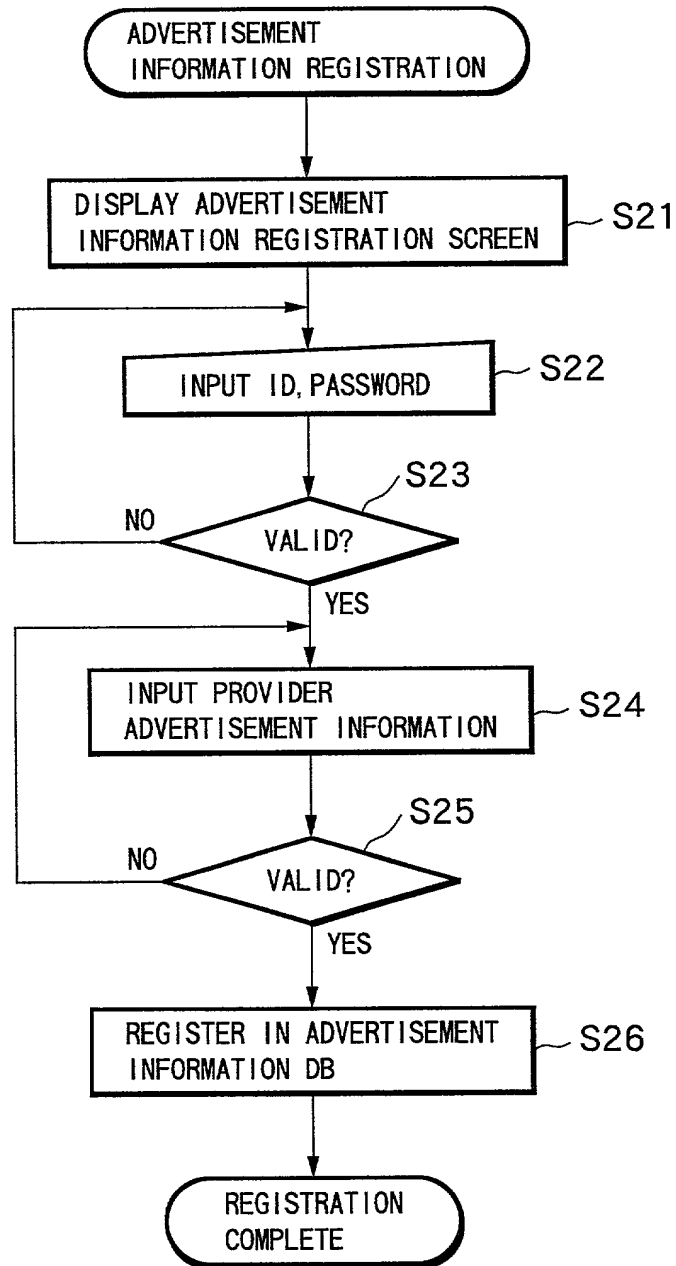


FIG.15

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"ADVERTISEMENT INFORMATION REGISTRATION SCREEN"

ADVERTISEMENT PROVIDER ID	C00001		
PASSWORD	*****		
ADVERTISEMENT ID	A0001		
DATA NAME	NEW RELEASE INTRODUCTION 20000626		
TARGET GENERATION	20	~	24 YEARS
TARGET REGION	(3) KANTO		
TARGET SEX	(1) MALE		
TARGET FIELD	(2) WATCHING MOVIES		
TARGET OCCUPATION	(2) COMPANY EMPLOYEE (OFFICE WORK)		
DISCOUNT UNIT	%		
DISCOUNT RATE	A RANK	15	
	B RANK	10	
	C RANK	5	
	SPECIAL	50	
NO. OF ADVERTISEMENTS	10000	VIEWS	
LIMIT	(5) UP TO FIVE SHEETS AT ONE TIME		
PERIOD	FROM	20000801	

REGISTER

CANCEL

FIG.17

GENERATION ID	CONTENTS
Y0009	0~9 YEARS
Y1014	10~14 YEARS
Y1519	15~19 YEARS
Y2024	20~24 YEARS
Y2529	25~29 YEARS
Y3034	30~34 YEARS
Y3539	35~39 YEARS
Y4049	40~49 YEARS
Y5060	50~59 YEARS
Y6099	OVER 60
Y0099	ALL GENERATIONS TARGET

FIG.18

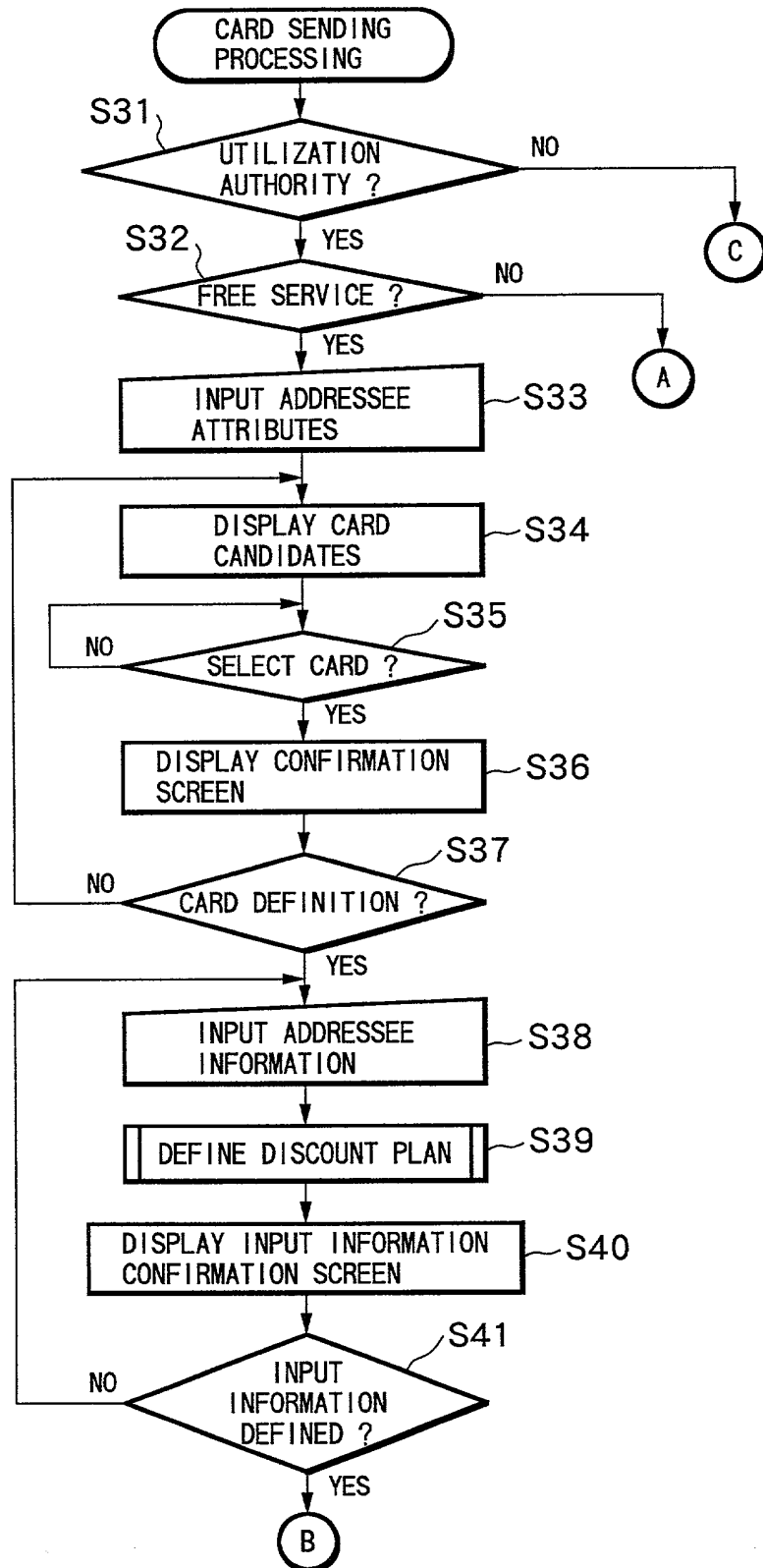


FIG.19

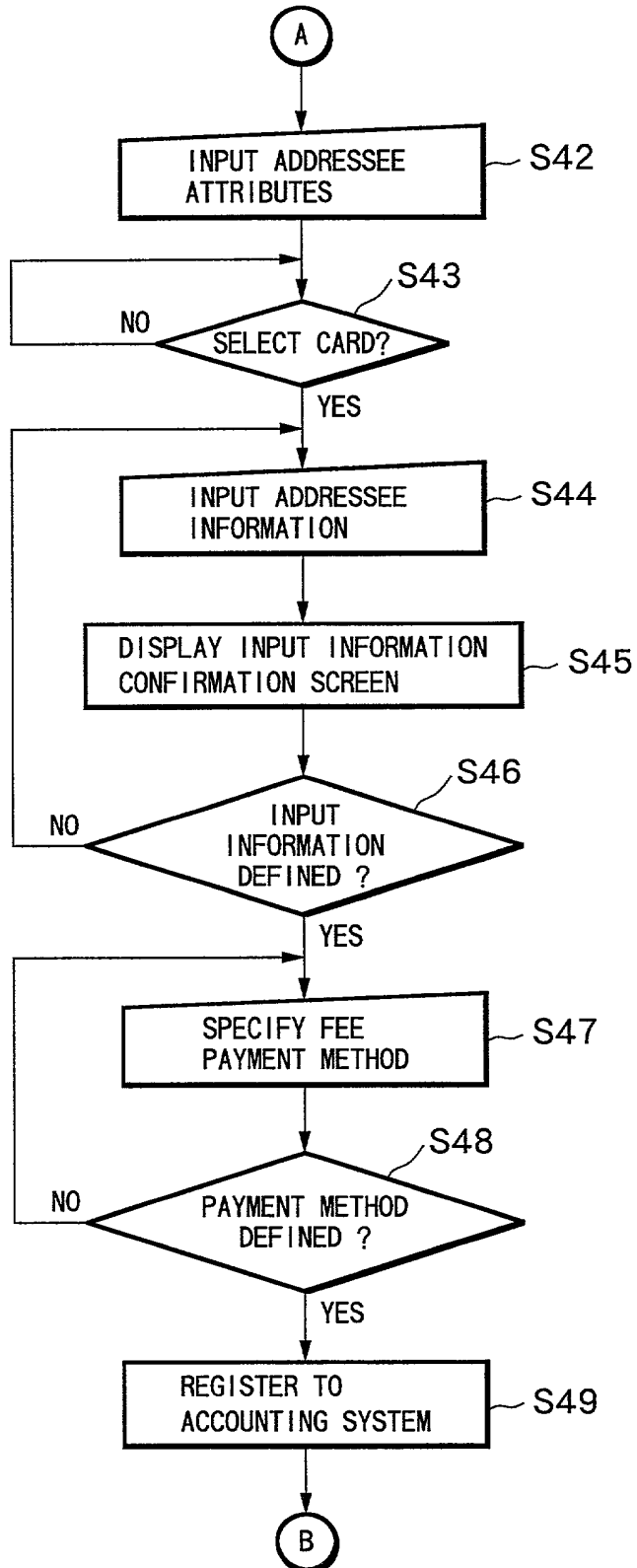


FIG.20

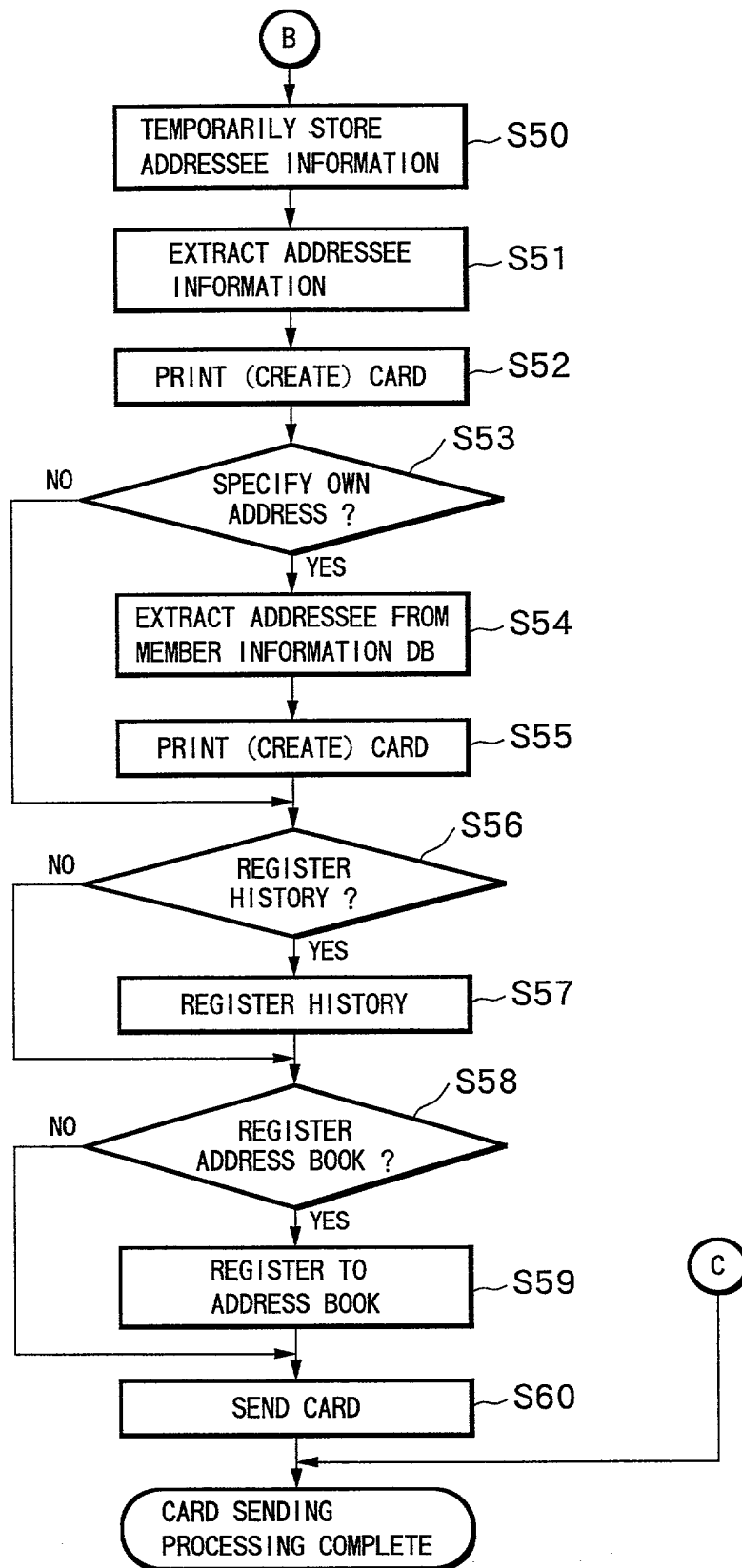


FIG.21

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DEAR Mr. KADO

TO WHOM DO YOU WISH TO SEND A POST CARD OR
ELECTRONIC GREETING CARD ?

FILL IN THE FOLLOWING SURVEY IN ORDER TO
AUTOMATICALLY DISPLAY THE CARD CANDIDATES
WHICH THAT PERSON LIKES.

IS THE OTHER PARTY A MALE OR FEMALE ?

☐ MALE ☒ FEMALE

HOW OLD ARE THEY ? [20~24] YEARS

OCCUPATION ? [STUDENT]

HOBBIES ? [WATCHING MOVIES]

WHICH DO YOU WANT, A POST CARD OR ELECTRONIC
GREETING CARD ? [POST CARD]

FORWARD

BACK

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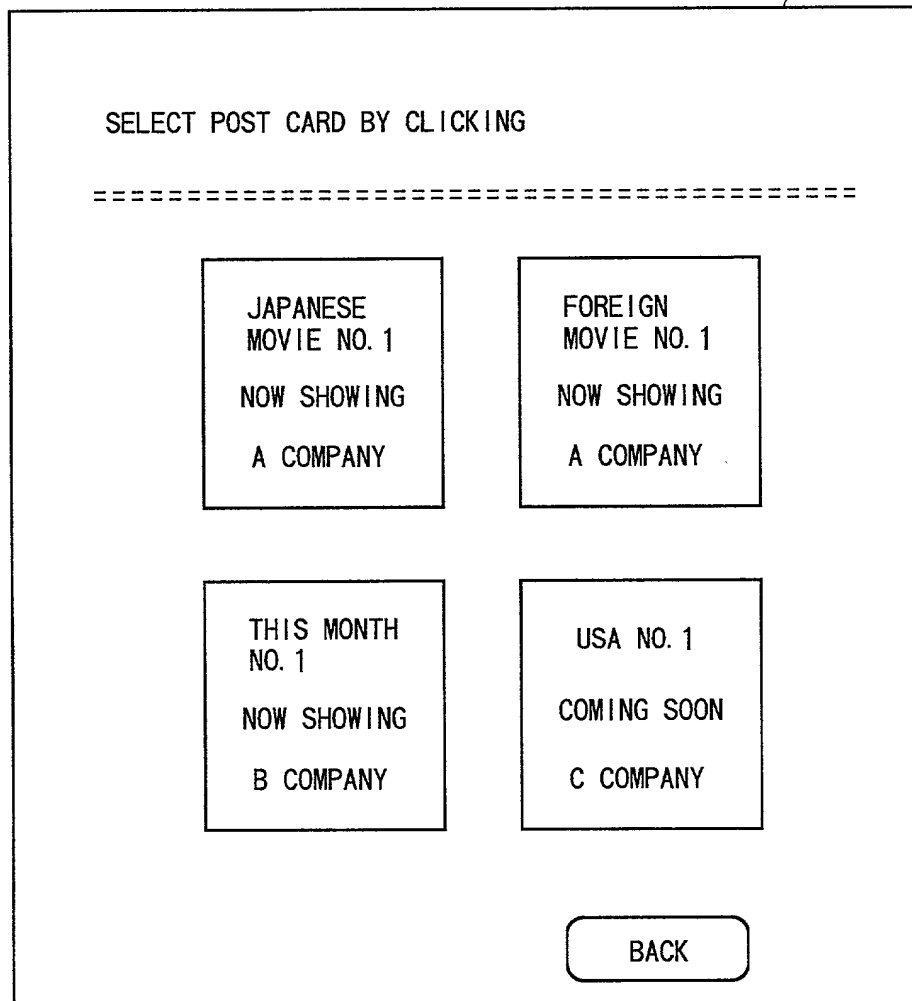


FIG.23

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IS THIS CARD OK ?

=====

MATCH THE SENDER ATTRIBUTE DATA WITH AN
ADVERTISEMENT MADE BY C COMPANY FOR
THOSE ATTRIBUTES, AND DISPLAY THIS.

ISSUE COUPON

USA NO. 1
COMING SOON
C COMPANY

THIS CARD IS TO INTRODUCE
"○○○" MOVIE COMING SOON
CLICK HERE FOR MOVIE THEATRE
IS THIS CARD OK ?
☒ YES ☐ SELECT ANOTHER CARD

FORWARD BACK

FIG.24

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INPUT MESSAGE AND ADDRESS RETRIEVE ADDRESS BOOK

ADDRESS

NAME:

MESSAGE

IT'S BEEN A LONG TIME. HOW ARE YOU ?
THE HOT WEATHER IS CONTINUING.
HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.

LEAVE AS HISTORY ? ☒ YES ☐ NO
REGISTER IN ADDRESS BOOK ? ☒ YES ☐ NO

FORWORD BACK

FIG. 25

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A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

USA MOVIE NO. 1
THE LAST SPECTACULAR
MOVIE OF THE CENTURY
!
NATIONWIDE C COMPANY
FOREIGN MOVIE,
COMING SOON

<http://www.fjb.co.jp/cinema/>
FUJITSU

POST PAID
www.fjb.co.jp/

Mr. TORU FUJI
O-O-O NISHI SHINJUKU,
SHINJUKU-KU TOKYO

FROM KADO

(MESSAGE SPACE)

IT'S BEEN A LONG TIME. HOW ARE YOU ?
THE HOT WEATHER IS CONTINUING.
HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.

IDENTIFICATION CODE/CAMPAIGN CODE

(BACK)

CONFIRM

(FRONT)

AMEND

FIG.26

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A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

<p>USA MOVIE NO.1 THE LAST SPECTACULAR MOVIE OF THE CENTURY!</p> <p>(PROMOTION, ADVERTISEMENT CONTENTS PRINTING)</p>	<p>POST PAID www.fjb.co.jp/</p> <p>Mr. TORU FUJI O-O-O NISHI SHINJUKU, SHINJUKU-KU TOKYO</p> <p>FROM KADO</p> <p>(MESSAGE SPACE)</p> <p>IT'S BEEN A LONG TIME. HOW ARE YOU ? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.</p> <p>IDENTIFICATION CODE/CAMPAIGN CODE</p>
<p>..... 20% DISCOUNT</p> <p>(COUPON INFORMATION PRINTING)</p>	<p>(BACK)</p> <p>CONFIRM</p>
	<p>(FRONT)</p> <p>AMEND</p>

FIG. 27


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A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?


BILLBOARD NO. 1
BIGGEST HIT OF YEAR 2000!
COMING SOON

(PROMOTION, ADVERTISEMENT
CONTENTS PRINTING)

IF YOU INSERT THIS CARD IN THE
PLAYER AT THE CD SHOP,
YOU CAN TRIAL LISTEN TO THE
UNRELEASED SONG OR MUSIC.



HIT-MUSIC 2000.

<div style="border: 1px solid black; padding: 2px; margin-bottom: 5px;">POST PAID</div> <div style="border: 1px solid black; padding: 2px;">www.fjb.co.jp/</div>	<div style="text-align: center; margin-bottom: 20px;">  </div> <p style="text-align: center; font-weight: bold; margin-bottom: 10px;">Mr. TORU FUJI</p> <p style="text-align: center; font-size: 1.2em; margin-bottom: 10px;">○-○-○ NISHI SHINJUKU,</p> <p style="text-align: center; font-size: 1.2em;">SHINJUKU-KU TOKYO</p> <div style="text-align: center; margin-bottom: 10px;">FROM KADO</div> <hr style="border-top: 1px dashed black;"/> <p style="text-align: center;">(MESSAGE SPACE)</p> <div style="margin-bottom: 10px;">IT'S BEEN A LONG TIME. HOW ARE YOU ?</div> <hr/> <div style="margin-bottom: 10px;">THE HOT WEATHER IS CONTINUING.</div> <hr/> <div style="margin-bottom: 10px;">HOW ABOUT LISTENING TO A MUSIC TO PASS</div> <hr/> <div style="margin-bottom: 10px;">AWAY THE SUMMER.</div> <hr/>
--	--

(BACK)

CONFIRM

(FRONT)

AMEND

FIG.28

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A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

USA MOVIE NO. 1

THE LAST SPECTACULAR
MOVIE OF THE CENTURY
!

NATIONWIDE C COMPANY
FOREIGN MOVIE,
COMING SOON

<http://www.fjb.co.jp/cinema/>
 FUJITSU

(BACK)

CONFIRM

POST PAID

www.fjb.co.jp/

Mr. M000001
(NAME AND ADDRESS IS PRINTED
ON THE ACTUAL CARD)

FROM KADO

=====

(MESSAGE SPACE)

IT'S BEEN A LONG TIME. HOW ARE YOU ?
THE HOT WEATHER IS CONTINUING.
HOW ABOUT WATCHING A MOVIE TO PASS
AWAY THE SUMMER.

IDENTIFICATION CODE/CAMPAIGN CODE

(FRONT)

AMEND

FIG.29

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A CARD LIKE THIS SCREEN WILL BE SENT. IF OK PRESS CONFIRM ?

ILLUSTRATION OR PICTURE
CORRESPONDING TO AN EVENT
OF THE ADDRESSEE

POST PAID

www. fjb. co. jp/

Mr. TORU FUJI
O-O-O NISHI SHINJUKU,
SHINJUKU-KU TOKYO

FROM KADO

=====

(MESSAGE SPACE)

CONGRATURATIONS ON YOUR WEDDING.
I CAN NOT ATTEND YOUR WEDDING RECEPTION
FOR PERSONAL REASONS, BUT I WILL TRY TO
GO TO THE FOLLOW UP PARTY.

IDENTIFICATION CODE/

(BACK)

CONFIRM

(FRONT)

AMEND

FIG.30

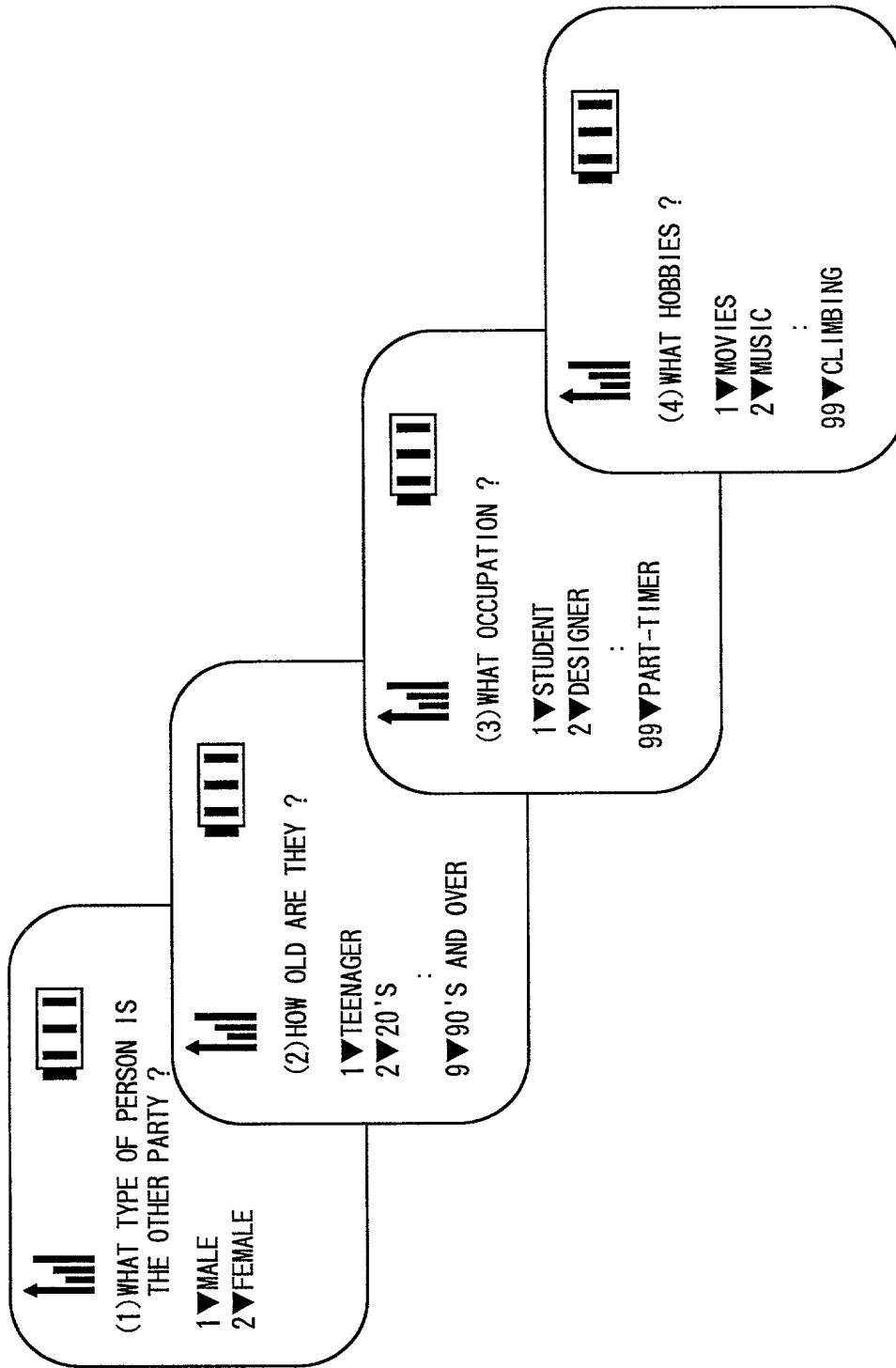


FIG.31

The diagram illustrates a three-stage communication process between a mobile phone and a base station, represented by speech bubbles. Each bubble contains a signal strength indicator (upward arrow and three bars) and a battery level indicator (four vertical bars).

- Stage 1:** The mobile phone sends a message to the base station: (5) PLEASE INPUT OTHER PARTY'S NAME ?
The base station responds: TORU FUJI
- Stage 2:** The mobile phone sends a message to the base station: (6) ADDRESS OF OTHER PARTY ?
The base station responds: 1-7-27 KOURAKU, BUKYO-KU, TOKYO
- Stage 3:** The mobile phone sends a message to the base station: (7) PLEASE INPUT MESSAGE ?
The base station responds: IT'S BEEN A LONG TIME. HOW ARE YOU? THE HOT WEATHER IS CONTINUING. HOW ABOUT WATCHING A MOVIE TO PASS AWAY THE SUMMER.

FIG.32

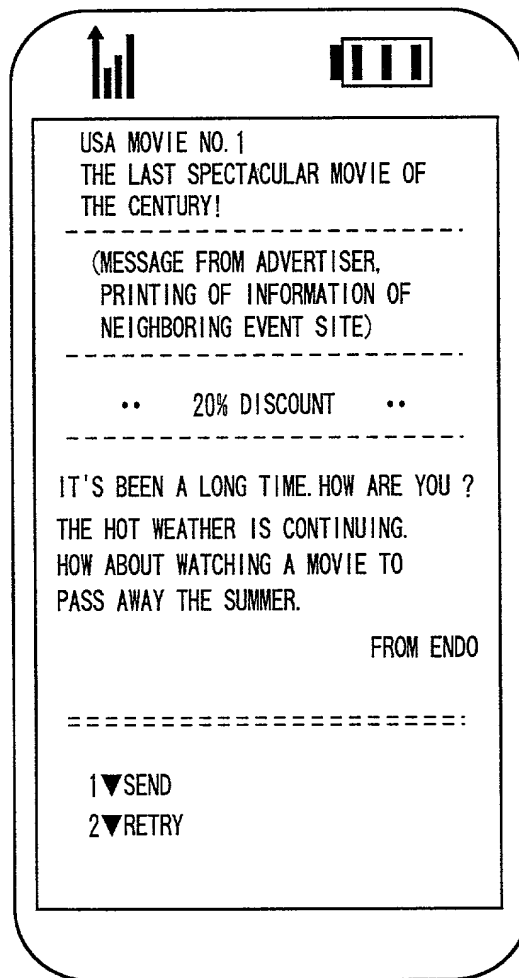


FIG.33

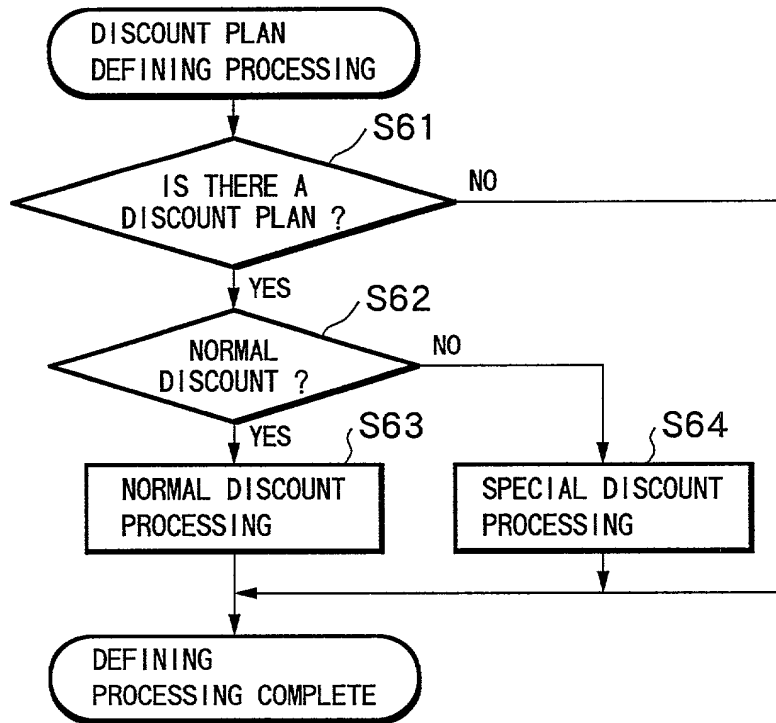


FIG.34

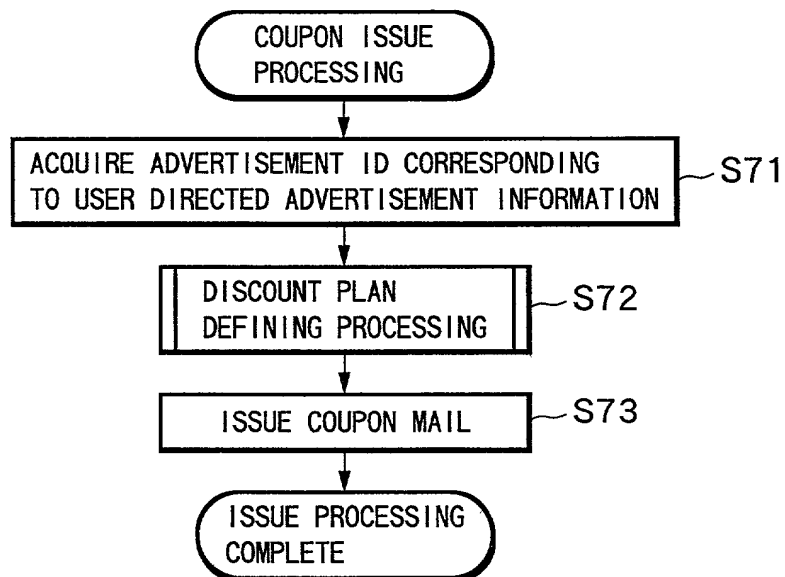


FIG.35

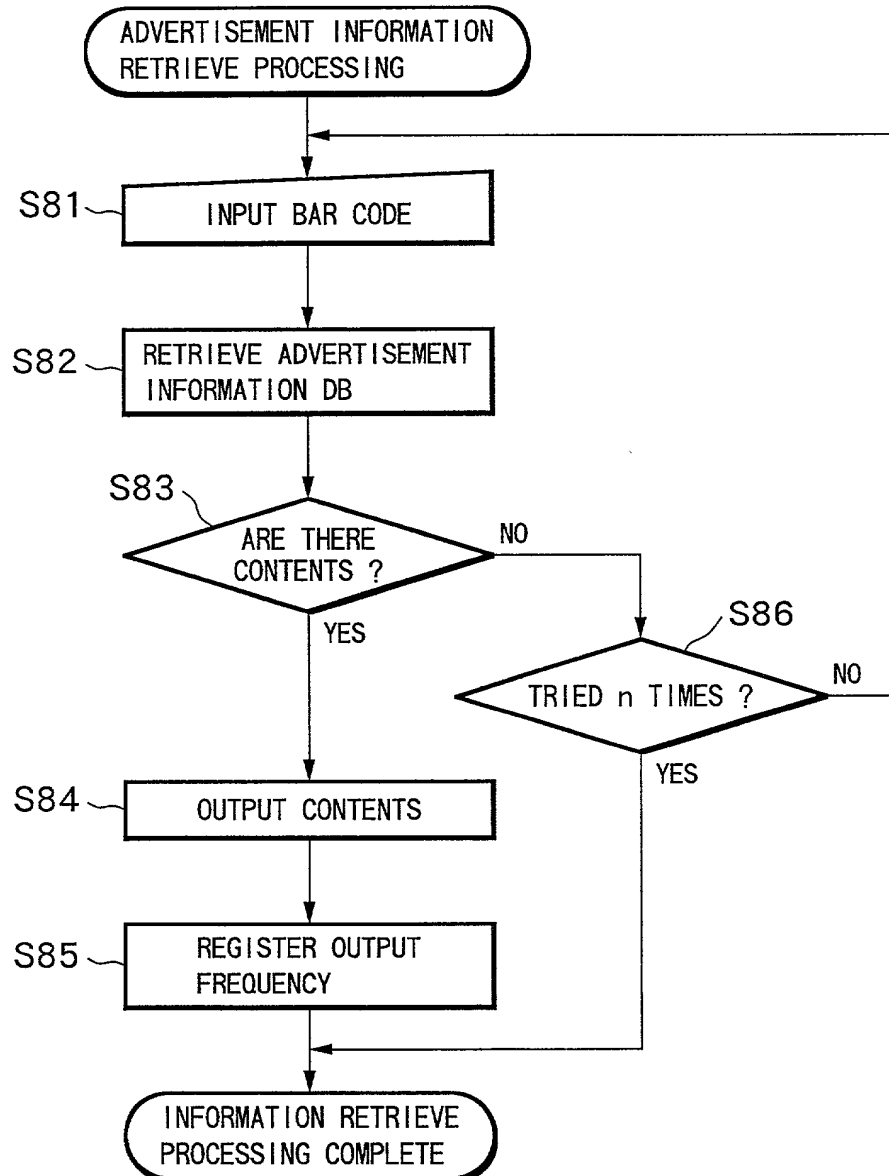


FIG.36

CARD IDENTIFICATION CODE	OUTPUT CONTENTS NAME	BUSINESS ID	EXPIRY DATE	NUMBER OF CONTRACTS	NUMBER OF OUTPUTS
HIT-MUSIC 2000.	HITMUSIC2000-000931	C000001	2000/9/31	10000	1208